

Community Media Information

Local Newspaper
National Newspaper
Local Magazine
National Magazine

Radio Station
Local Television Station
Cable Television Station
Outdoor Advertising

Direct Mail
Internet
Email
Telemarketing

For each of the medium forms above, state the media title you selected (i.e., the name of the magazine or television station) and answer the following questions:

1. How often is it published? (PRINT ONLY)
2. What is its target audience?
3. What type of business might benefit from using this medium?